



November 8, 2023

Marlene H. Dortch
Secretary
Federal Communications Commission
45 L Street, NE
Washington, DC 20554

Re: *Cybersecurity Labeling for Internet of Things: Notice of Proposed Rulemaking; PS Docket No. 23-239 (Federal Register, August 25, 2023)*

Dear Ms. Dortch:

The undersigned trade associations have a vested interest in the success of the Federal Communications Commission's (the FCC's or Commission's) proposed U.S. Cyber Trust Mark (Mark) program.

Our organizations support the Commission's goal of establishing a voluntary program based on the technical criteria developed by the National Institute of Standards and Technology (NIST), under NISTIR 8425.

While significant operational details must still be determined before a program can launch, we are encouraged by the Commission's intention to work collaboratively with industry in a way that helps consumers make more informed buying choices while encouraging device makers to meet established cybersecurity standards.

As the Commission proceeds with the rulemaking process, we encourage you to consider the following principles:

- The program must remain voluntary and leverage existing NIST and industry processes and standards.
- The program must be distinct from equipment authorization processes, including no requirement to complete the certification or authorization process before qualifying for the Mark.
- Achieving and maintaining the Mark should indicate that a product is equipped with "reasonable security" for purposes of liability protection.

- Allow participating manufacturers to self-attest with appropriate trust mechanisms that are based on meeting the NISTIR 8425 Criteria.
- Allow participating manufacturers to opt for third-party conformity assessment to attain the Mark through a process that is aligned with industry and international norms and based on NISTIR 8425.
- Encourage international alignment of cybersecurity labeling practices and mutual recognition agreements.
- A robust consumer education campaign led by the U.S. government is necessary to drive awareness and understanding of the Mark.
- The QR code and Mark design should be consumer friendly, follow industry best practices, and enable manufacturers maximum flexibility. A focus on e-labeling will reduce burdens on the program and its participants and ensure up-to-date information for consumers.

Ultimately, we believe the Commission's success will require leveraging the expertise of the private sector along with the extensive work of NIST. We thank the Commission for its leadership and stand ready to work with you in support of this critical public-private partnership.

Sincerely,

Association of Home Appliance Manufacturers (AHAM)

Connectivity Standards Alliance

Consumer Technology Association (CTA)

CTIA

Information Technology Industry Council (ITI)

National Electrical Manufacturers Association (NEMA)

Plumbing Manufacturers International

Power Tool Institute

Security Industry Association (SIA)

Telecommunications Industry Association (TIA)

U.S. Chamber of Commerce

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